The decision of wireless carriers to add additional fees to cover their Regulatory costs is nonsense. These fees are simply increasing a bottom line to attract investors and confuse consumers. When I go to the grocery store and purchase a gallon of milk, I know how much I will be paying for that product and I can easily compare the price of different products to see which on I want to buy. The cost of the milk already includes the regulatory fees that the government demands on the dairy industry. Why should telecom be any different.